



Your handy guide to fundraising



▶ Let's stop MS together



Thank you for choosing to fundraise for us.

You are now part of a huge team of incredible people **making a real difference** to the lives of people affected by MS.

Welcome to the team!

Thank you for being one of our MS Superstars and raising funds to help support our vital services. Whether you're organising a bucket collection, jumping out of a plane, or doing something in between, we're so grateful to have you as part of the team that's stopping MS.

Whatever your plans we'll be here to support you all the way. But don't just take our word for it...

"The best thing about fundraising for me is the ongoing support from the 'MS Family' both during and after the fundraiser. There is so much spirit with the MS Society and together we can unleash it to the world! We can fight MS!"

Olivia, Cornwall.

Olivia is a young carer and looks after her mum Kirsty who has MS. Olivia took part in MS Walk to raise money for the MS Society.



Together, we are strong enough to stop MS

Your fundraising will make a huge difference to everyone affected by MS, through support, advice and research. Here are just a few examples...



Could pay for laboratory essentials such as petri dishes, latex gloves and microscope slides. It seems small, but these things are essential to our scientists' work in stopping MS.



Could pay for 10 calls to our helpline, so we can be there for people when they need us the most.



Could run an MRI scanner for four hours, providing detailed images of the brain that help us to understand MS.



Could provide a short break grant for someone with MS to enjoy quality time away and a chance to relax without worries.



Could pay for 40 days of our online forum; a place for people with MS, their friends, and their family, to connect.

Why not share some of these examples on your JustGiving page? They're a great way to publicise what you're doing and to celebrate when you hit key fundraising milestones.



Inspiration from Kelly, Thomas and Landie

Kelly wanted to do something with her boyfriend Thomas to raise awareness of her mum's MS. So they created the 'Phoenix Overland' from a beat-up 52-year-old Land Rover they rescued from Tanfield Railway.

The self-named 'Landie' took mechanic Tom 18 months to restore, and had only ever been driven 200 miles before their journey.

"By travelling the UK in what was once a clapped-out and forgotten old banger, we wanted to represent the strength and fighting-spirit seen in so many people with MS every day" Kelly said.

"Phoenix Overland was all about restoration, mobility, and especially togetherness, as we

believe no one should face MS alone. We wanted to travel the whole of the country because, whether MS affects you or your family, we wanted everyone to believe in our little Land Rover and the important cause we did this for."

Going at a speed of 55mph, the Landie passed through Edinburgh, Elgin, John O'Groats, Fort William, Loch Ness, Carlisle, Manchester, Newport, Lands' End, Yeovil, Bromley, Grantham and Doncaster over two weeks.

At each stop the pair visited a point of interest, including our MS Research Centre in Edinburgh and took on challenges to reach their £2,000 fundraising target.

Let's get started!

Here are some fundraising quick wins and starter tips.

1. Set up an online fundraising page **JustGiving™**

Setting up a JustGiving page is the quickest and easiest way to kick-start your fundraising. Check out our hints and tips about how to do this on the following pages.

2. Spread the word

Once your JustGiving page is ready to go, make sure everyone knows about it! You can share your page using Facebook or Twitter and include it in your email signature. Or why not send group messages and updates using WhatsApp?



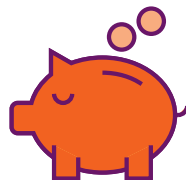
3. Gift Aid your donations *giftaid it*

We love Gift Aid as it means we can claim 25p on every £1 donation at no extra cost to you or your supporters. For UK taxpayers JustGiving enables your supporters to automatically Gift Aid their donation or people can simply tick the Gift Aid box on your sponsorship form (included in the post)

However, not all donations are eligible for Gift Aid. We can only claim Gift Aid on personal donations, so if your supporters receive any goods or a service in return for a donation, we can't claim it. For example, any fundraising from raffles, lotteries, sweepstakes, ticket sales, auctions or bake sales wouldn't be eligible for Gift Aid. Get more information at mssociety.org.uk/giftaid.

4. Double your money

It's worth checking out if your workplace offers Matched Giving. Some employers will double the amount you raise! Your HR department should be able to help with this.



5. Regular updates

People will be more likely to support you if they know about all the hard work you're putting in. Why not set up a blog, create a dedicated Twitter account, or make the most of JustGiving's updates feature.



6. Say thank you!

Update your page to say thank you to everyone who's donated or supported your fundraising. You could also send a handwritten thank you message to those who went the extra mile. Use our examples (page 4) to let everyone know what they've helped you to achieve.



Make the most of your JustGiving page

Write a fundraising story 2 ▶

You'll have a bigger impact if you tell your story and explain why the MS Society is important to you.

Fundraising with friends?

There's strength in numbers – pages that are part of a team raise an average of 10% more money.

Include money raised offline

Picked up some donations the old school way? Add them to your page so everyone can see how well you've done.

Choose a page theme

Our fundraisers are all unique – your pages should be too. Get creative with colourful themes to make your page reflect your personality.

3 ▶

Post regular updates

Spread the word about your fundraising with regular updates – new stories give your supporters a reason to come back and donate again...

Goal

Add a photo

Fundraisers with pictures on their page tend to raise 14% more per photo. Are you ready for your close up?

Share your page

Don't forget to share on social media! And every time you update, share again!

Find your company

Does your workplace have a JustGiving company profile? Linking your page could earn you an extra 20%.

1 ▶

Set a fundraising target

Pages with a target raise up to 46% more. Be brave and let everyone know what you're aiming for. If you hit your target early why not increase it a little?

4 ▶

Add a fundraising summary

This is the first thing people will read – give visitors to your page a quick snapshot of what you're doing and why. You could raise an additional 9%.

1

4



273%

£1,313.00

raised of £480 target
by 63 supporters

Donate

f Share on Facebook



Lydia Grimble

Lydia's Skydive for The MS Society

I will be taking part in a 15,000ft skydive for Multiple Sclerosis Society because I believe we can find a cure.



Multiple Sclerosis Society

We are the MS Society. We are strong enough to stop MS together.

2

Story

Thanks for taking the time to visit my JustGiving page.

So I'm going to jump out of a plane-! ... With my experience of flying being fairly limited, not only am I dreading the jumping part but the actual getting up there!! However there is a very good reason why I have chosen to put myself through this terrifying but exciting experience.

In 2007 my mother was diagnosed with the unpredictable

Read full story

Share this story



Facebook



Twitter



Email

3

Updates

6



2 days ago

Lydia Grimble

I DID IT!!!!!!



Share

Supporters

63



Lewis

14 hrs ago

£20.00 + £5.00 Gift Aid



Anonymous

21 hrs ago

Donations from staff and customers at The County Hotel and The Bluestone Inn. Thank you!

£148.00



Anonymous

2 days ago

£20.00



Anonymous

2 days ago

Very well done

£5.00 + £1.25 Gift Aid



Anonymous

2 days ago

£15.00 + £3.75 Gift Aid



Jordan Spreckley

2 days ago

Played Lyd!

£10.00 + £2.50 Gift Aid



Kelly Lawis

2 days ago

Good luck Lyds!xxx

£5.00

Show more

Donate

Planning your own event

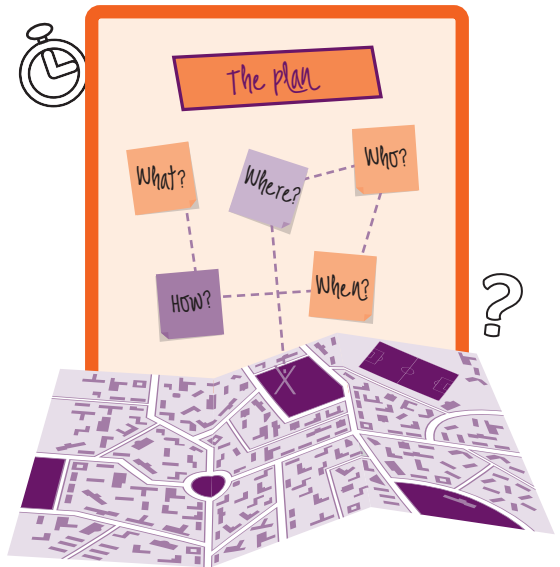
Planning a fundraising event can seem a little daunting at first, but this guide will help you get started.

What?

Decide on the type of event and how large you'd like it to be. Make sure it seems manageable to organise. The best fundraising ideas are often the most simple!

When?

Is it best at the weekend or during the week? Does it clash with other events happening nationally or in your local area?



Where?

Decide on a venue early and book in advance. Will it be inside or outside? Check on the capacity of the venue and what facilities are available, like toilets, parking and whether it's fully accessible for your guests.



Who?

Think about who you want to attend the event. How will you tell them about it? Also, who might be able to help you with your planning? Consider roles you might need and get friends and family involved!

How?

Make a task list so you know what needs to be done and when. Decide what your income target and costs will be, to ensure you raise more money than you spend.

Will you have other fundraising activities at the event, such as a raffle? Can you reduce costs by getting the venue or other items for free?

Spread the word

For public events, consider contacting local newspapers, radio and TV stations. You can also put up posters around to reach the maximum number of people. We've got more tips and ideas on pages 20-21.

Keep it safe and legal

See page 12-14 for everything you need to know.

Tell us about it

Let us know about your event and any support you need from us. We're here to help and would love to hear all about it!

The important bits

We want to keep you and the general public safe so here are some things to consider when planning your fundraising. You can then relax and enjoy yourself!

Branding

If you're organising your own fundraising event, you'll need to make it clear that the event is 'in aid of the MS Society'. You can use our special 'in aid of' logo on any materials, such as promotional posters, tickets, or flyers. Just get in touch and we can send this to you.

Please make sure you have permission to use any images or text.

Licences

You may need a licence if you're planning to sell alcohol, food or provide entertainment. For more information please visit gov.uk/licence-finder

Planning your event safely

Please ensure that your event is organised safely, as MS Society can't accept any responsibility for your event or for anyone who takes part in it.



We recommend carrying out a risk assessment to make sure that you have proper plans for the safety of everyone taking part. The Health and Safety Executive has further information: hse.gov.uk/risk

If you have any questions about completing a risk assessment please get in contact with us.



Supervision

Make sure that your event is properly supervised. Some things to consider:

- Check that children's parents/guardians have given their permission for their child to take part.
- If adults are to have unsupervised access to children, carry out the appropriate background checks.

Money

Please keep cash locked away and consider getting insurance if you're expecting to carry large amounts.

If you want to collect money on the street or in a public place,

you'll need to get contact your local authority to get a licence. It is illegal to collect funds in this way without a licence.

We can help to put you in contact your local authority, and support you with your application.

Photos

If you plan to make public any photos you take at your fundraising events, please make your attendees aware.

First Aid

For large events, you might need a first aider on site. For other events, a first aid box will be adequate. Some venues will provide this service, so check with them first.



Insurance

Depending on the nature of your event, you may need to arrange insurance. Get in touch for more information on this.

Raffles and lotteries

Raffles can be a fantastic way to boost fundraising at your events. Different types of raffles have different rules and regulations. Visit gamblingcommission.gov.uk for details or speak to us to find out more.

Food

If you're preparing food, be aware of hygiene regulations. Visit food.gov.uk to find out more.

Data Protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you need to, and don't share information or data about someone without their permission.

You can find details about how we protect and use personal data in our privacy policy: mssociety.org.uk/privacy.



Tam Firth and her three younger sisters found that fundraising has provided an outlet for their grief

“My sister Sam ran the London Marathon and the Bath Half marathon a few years ago and recently she completed her biggest event yet – the Three Peaks Challenge, she climbed Ben Nevis, Snowden and Scafell Pike in 24 hours with five friends to raise more than £5,000.

While mum was alive, we did several comedy nights and a 1950s-themed night. She was very sociable in the day; Dad used to be a DJ and she was a go-go dancer. When she was well enough, she came to some of the events we organised.

Whenever we came up with fundraising ideas, we'd run them past her and she'd say: 'that's fantastic, thank you very much'. Altogether, we've raised £9,500 for the MS Society, with more events planned.

Mum was a lovely, fun, kind, beautiful lady. Hopefully, by fundraising, we can help people with MS – and other families going through this – realise that they're not alone. If something positive can come out of losing Mum, then pouring all our energy into it is such a good thing to do.”

Our MS Society Ambassadors and Paralympic champions

Stephanie Millward MBE

Stephanie is a Paralympic swimmer who was diagnosed with MS at age 17. She was named 'MS Inspiration of the Year' at the MS Society Awards in 2012 after her success at the London Paralympics. Stephanie has since achieved her dream of winning gold at the Rio Paralympics.

Stephanie's top tips

1. Write your goals on a sheet of paper beforehand. Jot down what you need to do to help you get there, or steps you need to reach by a certain date or time.
2. Believe in yourself! You are amazing and your body will keep pushing longer than you think it can. Keep pushing, keep dreaming and keep believing!
3. Every failure is a good thing because it makes you stronger and offers you something to learn from. Practice makes perfect.

Kadeena Cox MBE

Kadeena is a Paralympic sprinter and cyclist. In 2016, she became the first British Paralympian since 1984 to win gold medals in multiple sports at the same Games. Kadeena was diagnosed with MS in 2014 and has since used her profile to raise awareness of MS in the media.

Kadeena's top tips

1. Adding things like yoga or pilates classes to your week can help with balance and coordination, while having a social side and allowing you to meet new people.
2. My number one go-to activity is running, but to take the strain off your body, try non weight-bearing exercises like cycling or swimming as well.
3. Making sure you have the correct footwear and checking in with a physiotherapist regularly can help you avoid getting any nasty injuries.



MS Superstars training zone

Whether you're taking part in your first 5k or cycling 100 miles, we've got a personalised training plan to get you challenge ready.

Visit our training zone:
mssociety.org.uk/training-hub



Looking for ideas to help you raise more?



Music concert

Got musical contacts? Speak to a local venue to see if they can help!



Bag packing

Do something good and help pack shopping bags at the end of a checkout. Be sure to ask the shop or supermarket for their permission.



Car boot sale

Cupboards bursting at the seams? Have a good clear out and sell your unwanted goods to raise funds.



Bake sale

Bake your finest to sell in the office. 11am or 3pm go down well!



Bucket collection

See if your local train station or supermarket will let you collect.



Host a film themed evening

You could ask for donations for the popcorn and give prizes for the best fancy dress outfit.



Hold a quiz

You can ask your local pub or workplace. Why not theme your night or make it topical? Current affairs, music, Christmas...the options are endless.



Black tie dinner

Dust off your glad rags and go big! Consider how much to charge per ticket to cover the costs of catering and the venue.



Head shaving

Got lovely locks you're willing to chop? See if people will sponsor you to do so.



Give up sugar or caffeine for a week

Ask people to sponsor you or donate the money saved to your fundraising target.



Come dine with me

Dust off your apron and take turns at hosting dinner with friends. Sociable and fun!



Serve breakfast for colleagues in the office

Bring coffee to their desks for extra pennies.



Treasure hunt

Organise one in your local town or city for friends. Ask for donations to enter.



Golf day

Get in touch with your local club to see if they'd be willing to support you.



Host a BBQ

Sausages, buns and ketchup on a sunny day. Bliss! Ask for donations on arrival or per burger.



Be a sport

5-a-side football tournament? 24 hour Zumbathon? Great for your fitness too!



Auction of promises

Particularly good at something? Auction it off! From baking a pie to offering your holiday home for the weekend – you'll be surprised by how many options are out there.



Shout about it!



Social media is a great way to reach a large audience quickly.

Here are some top tips to make the most of it for your fundraising...



Set up an event on Facebook and invite people you'd like to attend. Facebook is also a great place to share links to your JustGiving page.

Consider following local businesses and important people in your community on Twitter. If they follow you back, it might open up opportunities to help with your fundraising.

Why not keep people in the picture by documenting your fundraising activities on Instagram? People love to see what you're up to. Use hashtags to spread the word further and remember to tag us to keep us in the loop.

@mssocietyuk,
#MSSuperstars

"I was diagnosed with relapsing remitting MS in 2017.

I ran the Cardiff Half Marathon in 2018 to support the MS Society which is such a good cause. Not only did it help raise awareness but it helped to fund the MS Society to do some incredible work via

support and funding research projects.

Being part of a group of 60 people who ran in the Cardiff Half in 2018 for the MS Society was amazing and together we raised over £27,000!"

Jason



Tips for writing a press release

Your local newspaper, radio or TV station can be a great way to let others in your community know about your fundraising. Get your story out there!

Writing a press release

A press release should be short, clear, well presented and summarise the key points of your event.

- Grab the journalist's attention with a headline and keep the opening paragraph short – 30 words is ideal.
- Include the 5 golden Ws – who, what, where, when, why.
- Keep it personal; Journalists want to hear about real people and experiences. Explain how your fundraising will make a difference.
- Include a quote and a photo of you in your MS Society top.
- Don't forget to include your contact details.

► Send a post-event press release if you have a great photo or if a notable person in your community attended.

► When you email your press release, send it in the body of the email rather than as an attachment – it makes it harder to ignore!

Make contact

- You can find details of your local newspapers, radio and TV stations online – call the main number and ask to be put through to the news desk.
- Briefly explain your fundraising and ask if you can have an email address.
- If you have time, you could make a follow up call after a week to see if they're going to feature your story.

Getting your story in the press can be tough but it's always worth a go. Good luck!

Need some help?

pressoffice@mssociety.org.uk
or call 020 8438 0700

Ordering materials

We've got lots of materials to help you get your fundraising kick-started! Whether you need balloons and bunting or posters and collecting tins, we're on hand to help you out.

Just call our **Fundraising Team** on **01382 279 378** or email us at myfundraising@mssociety.org.uk



Paying in your fundraising

Well done and thank you for raising funds for us! So, how do you pay in your hard earned cash?

Online

Donations to your JustGiving page come directly through to us. You can pay in offline donations through our website: donate.mssociety.org.uk

By phone

Give us a ring on **0300 500 8084** to make a card donation on the phone.

By post

Please don't send cash in the post. Cheques or CAF vouchers should be made payable to 'MS Society', and sent to the below address with a note highlighting your full name and the event you're fundraising for:

MS Society

372 Edgware Road
London
NW2 6ND



Thank you again MS Superstar!

For help with your fundraising:

01382 279 378

myfundraising@mssociety.org.uk

mssociety.org.uk/get-involved

For general information and support:

Our free helpline 0808 800 8000

(9am–9pm on Monday, 9am–7pm from
Tuesday to Friday, closed bank holidays)

helpline@mssociety.org.uk

mssociety.org.uk

Find us on social media:

 MSSociety

 @mssocietyuk

 mssocietyuk

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